

The cover features a minimalist design with several thin, vertical black lines of varying heights extending from the top to the bottom. Three prominent black horizontal bars with slanted ends are positioned at the top, middle, and bottom of the page. The top bar contains the title 'Maryland Libraries', the middle bar contains the word 'PUBLICITY', and the bottom bar contains the text 'Journal of the Maryland Library Association and the Association of School Librarians'. The date and volume information are located to the left of the middle bar.

Maryland Libraries

PUBLICITY

**WINTER
1958**

VOL. 24, NO. 2

**Journal of the Maryland Library Association
and the Association of School Librarians**



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MARYLAND LIBRARIES

Journal of the Maryland Library Association
and the
Association of School Librarians of Maryland

Vol. 24 No. 2

Winter, 1958

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1957-58

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With this issue of Maryland Libraries is published the second number of its volume pertaining to Public Relations. The Editorial Board wishes to acknowledge the enthusiastic reception of the first number on Exhibits. It was most gratifying to receive orders for additional copies from various State Libraries and Library Schools throughout the country. Forthcoming issues will feature the subjects "Cooperation with agencies other than libraries" and the popular question of "Recruiting."

Two regular features of this MLA publication are inaugurated with this number. "Freedom to Know"—Newsletter of MLA's Intellectual Freedom Committee—will be published in the journal twice each year in the Winter and Summer numbers.

The list of "Maryland State Documents" which is included in this issue for the first time will be a regular feature henceforth. This list represents a three month cumulation of Maryland State Documents compiled with the cooperation of Dr. Morris L. Radoff, Archivist, Hall of Records, Annapolis, and from the list published in the Library of Congress, *Monthly Checklist of State Publications*. Monthly publications and other periodicals will only be listed once during the year—in the quarterly list on which the first number appears. The Editorial Board invites any corrections and additions.

Prince George's Publicity Program

by ELIZABETH B. HAGE, *Librarian*,

Prince George's County Memorial Library, Bladensburg.

The overall publicity program of the Prince George's County Memorial Library system is quite inclusive in concept; however, the universal problem of personnel shortages make it difficult to carry out. For that reason it has seemed best to concentrate in a few areas; our strongest efforts having gone into lists and flyers produced on our own multigraph machine, and what we choose to call "Exhibiting" at special public functions which certainly covers a variety of types and places. Of course, in doing the latter much use is made of the former—in fact, the exhibits could hardly be done without the products of our "printery."

Last summer, we were very fortunate in having on our staff a person whose training and previous experience had been in the art fields. We put her to work on designing and doing the art work for a half dozen display boards on as many different subjects. The actual building of the boards was done by a local cabinet maker. The designs on the boards were also carried over onto covers for lists and flyers.

When the County Commissioners and the County Chamber of Commerce held their "Showcase" to advertise to prospective residents of Prince George's County the available services and features of the County, the Library was there showing the locations of our present outlets on one board and our expansion plans on another—since the Library is 10 years old this year, we showed what we started with 10 years ago. (In our eagerness and enthusiasm for achieving good service for all, we don't think we have much, but when placed side-by-side with what we had 10 years ago, it looks pretty impressive!) Again, the exhibit was "manned" by staff and Library Board members during the hours the Showcase was open and appropriate flyers and reports were handed out. The entire Showcase idea was so successful that the Chamber plans to make it an annual event and we already are thinking about "what to do next year."

For a number of years the *Washington Post* has sponsored a book fair during Children's Book Week. Together with other suburban libraries, both in Maryland and Virginia, Prince George's has had a library exhibit located in one area of the hall in which the fair is staged. Here, too, book lists carrying out the theme of the fair and compiled by the children's librarians of the various libraries are distributed to all comers.

We have had several "firsts" during the year which we hope to make annual events. During Book Week we held an open house at our administrative office. We moved into a new office recently, and this seemed a good time to present it to the public. All the staff were at work in their respective departments performing their regular duties and visitors were guided from one department to another and given ample opportunity to ask questions of the staff. By the time guests reached the meeting room downstairs, where they were served mulled cider and doughnuts, they had been through the entire library process from selecting the book to distribution through bookmobiles and delivery truck. It was gratifying to see the interest shown by all who came. The entire staff and Board thought it was worth making an annual event—in fact we are planning a repeat, with improvements, for National Library Week in March.

Prince George's County Memorial Library recently gave birth to a tradition. We had a staff-family Christmas Tree Trimming party—to which each person had to bring a tree ornament. Over half the people who came were "public" and in a position to put in a good word in various places. In many cases this was their first contact with the office and with most of the staff, and who knows where the ripples may spread? In addition, we felt that the party strengthened our staff relationships.

Prince George's County Memorial Library has always made good use of its multigraph. Over the years a good many handsome, effective, and clever flyers and lists have been designed and run at the office for distribution throughout the system. Since moving to our new office it has been possible to improve and increase the variety of the output because there is room for a larger machine, and room to store materials. By purchasing an electrically operated folding machine the variety of flyer designs has been increased and the folded book list is a common item.

One effective and rather unusual method of distribution which has been used to put the Library's publicity into the hands of the people was achieved through the cooperation of the food markets in the area. On a given Saturday, all stores put into all grocery sacks that are packed, one of the system's flyers. In many instances this has resulted directly in bringing borrowers to the branches. The Library Associations in the various communities of the County have also been used effectively in distribution of library publicity. The Welcome Wagon has distributed book lists and a flyer listing the County's various branches with their hours, as well as bookmobile schedules.

Special attention should be called to a piece of printed matter which has been given wide distribution but which was not done in the office. The Library's 10 year anniversary report was written cooperatively by the former administrator, the staff, and the Board, profusely illustrated, professionally printed, and handsomely bound in a heavy red and white (the County colors) paper cover. It has proved to be an effective bit of public relations. Several thousand copies were printed, and now after the county fair, the Show case, and the open house, only enough remain for the archives.

Another unusual bit of public relations is done by one of our branches by taking a selection of books, both adult and juvenile, to the doctor's offices in the community. Instead of old and badly worn magazines so usual to these offices the waiting patients have good books to peruse. Needless to say all the books are well identified as Library property. The patients like the service, too, and new borrowers have come to the branch saying so. The doctors also appreciate having the books. The incidence of loss is too small to mention.

One of the best public relations efforts the Library has put forth this year was a program-planning clinic planned and directed by our adult services librarian. Good procedures for planning and putting into operation club programs were carefully worked out and presented—always with an eye to the use of the Library and its available materials and services. To this meeting were invited presidents and program chairmen of as many of the County's organizations as we were able to learn about. Because the response was good, we are assured of the need for such library activity.

Due to the originality and enterprise of a former staff member, Prince George's County Memorial Library has a very well developed and coordinated collection of excellent 35 mm color slides, complete with narrative. We plan to keep the collection up to date and to make suitable additions. These slides have been shown at many public meetings and club meetings all over the County. Programming with these slides has proved to be an excellent way of telling the Library's story.

The slugs on our stamp meter offer a good spot for a catch phrase of advertising.

A weekly column is turned in to all the County newspapers. The Director usually writes it, but from time to time it is farmed out to various staff members, particularly when something special involving their departments is coming up. The column is used for announcements and just plain library talk. Spot announcements and bookmobile schedules are regularly sent to radio stations in the area which use this type of material.

Our program is inclusive in concept, but spotty in coverage, but that very fact leaves us much to achieve which, of course, is challenging, and inspiring to greater effort.

Library Broadcasting In Baltimore

by RICHARD HART, *Head,*

Literature and Language Department, Enoch Pratt Free Library, Baltimore

Library awareness of the opportunities offered by radio goes back at least a quarter of a century in Baltimore. Today we recognize certain separate and clearly defined functions of the mass media in relation to the library, but these ideas evolved slowly as the result of experiment and experience. Radio and television, like newspapers, provide valuable opportunities for publicizing and promoting the library as an institution and its specific collections and services. A variety of devices have been successfully used for these purposes—spot announcements, appearances of staff members as guests or panel members on popular programs, informal talks, and occasionally, more ambitious fifteen or thirty minute programs planned and presented by the library staff.

As the Pratt Library over the years developed a long-range program of education, information, and recreation, the staff carrying on this work became aware of uses other than publicity for radio and television. In common with people working in other fields of education, librarians began to recognize that the mass media are primarily tools or channels for reaching far greater numbers of people than can be gathered in an auditorium or class room. With this realization came the thought that if certain kinds of educational or cultural programs were worth doing for groups of a score of people or a few hundred, might they not be worth taking to audiences numbering many thousands? This development of the library's educational activities has been approached with considerable diffidence. Even more formidable than the eternal scarcity of staff time and money has been our awareness that in using mass media the library steps into a field which requires special talents and experience. Staff members who are primarily workers with books must compete for the public's eyes and ears with a host of producers and performers who, if not distinguished for taste or intellect, are at any rate skilled and confident professionals.

The Library's experience to date has been one of learning and experiment. Various types of programs have been tried as needs and opportunities have arisen. Efforts have been made to estimate their effectiveness, but as yet no really adequate method has been discovered which will measure even the quantitative response of the public to library radio and TV programs. Evaluation has depended on the reaction of individual readers and staff members and to some extent on demand for books featured on the programs.

The Pratt Library's experience with using radio goes back to the mid 1930's. Thanks to the Library's good relations with the radio stations and the skillful hand-

ling of publicity by Miss Kate Coplan, it was not difficult to secure radio time for library purposes. Several series of weekly book talks, prepared and delivered by staff members, were presented over a period of years. This work was done on a partly volunteer basis by individuals who were interested in trying new ways to promote reading and who had some skill in writing and speaking. Most of these were fifteen minute programs following the conventional pattern of the book talk—discussion of the nature and content of a single worthwhile book, popular or semi-popular, with brief readings of significant or entertaining selections.

In addition to these modest experiments with a series type program, staff members began to take advantage of the radio station's interest in securing occasional public service programs that had both educational and entertainment value. Radio, both AM and FM, provides an ideal channel for offering to an extended audience, with a minimum of labor, expense and fuss, program material which has already been presented to a live audience. The development of tape recording has greatly facilitated this process. Sometimes it is convenient to tape record a lecture, discussion, or reading of poetry or drama while a public meeting is in progress, to be broadcast at a later date. When the speakers or participants are willing to give further time, it is often more satisfactory to record the program under ideal conditions at the station.

Space does not permit even a listing of the hundreds of worthwhile radio programs of this nature arranged and sponsored by the Library during the past twenty years. Among the most ambitious have been the "Evenings with Drama and Poetry." These programs, originally presented in the library auditorium, were later broadcast by Station WITH-FM. Station WBJC-FM, operated by the Baltimore Public Schools, broadcast a library-sponsored series of readings by Maryland poets of established reputation. A number of lectures by outstanding journalists and authorities in other fields, presented on special occasions at the Library, have been taped and later broadcast. Most active and generous of our many friends at the local stations is Mr. Samuel Kravets, Director of WITH-FM. In addition to several series, Mr. Kravetz has taped and broadcast a number of informal talks about books and reading by library staff members who have prepared scripts for original delivery to live audiences.

An example of library use of radio requiring a minimum of staff time is the series "Adventures in Reading" carried for the past two years by station WBAL. The Library's Office of Adult Services provides each week a fifteen-minute selection from a book of substantial value, chosen by a member of the library staff. This is presented by one of several experienced readers on the station staff. The Library's most recent effort is the series titled "Voices of Maryland." Designed primarily as a tape recorded archive of the personalities and ideas of men and women who have made outstanding contributions to the life of our state and city, this project has also provided a series of excellent tapes for weekly broadcast over station WITH-FM. The lion's share of work and all the expense of the program has been generously contributed by Mr. Kravetz and the station.

The Pratt Library has tried to meet its responsibility for promoting book-related programs by suggesting that local stations secure the best which are offered on a nation-wide basis. Since the inauguration of Gilbert Highet's excellent radio talks on books and authors the Library has co-sponsored several Highet series on a variety of local stations. This year station WBAL carried the Highet talks in the quarter hour preceding "Adventures in Reading", described above.

Television is a field which a library or any other educational or cultural institution may well approach with caution. Communities fortunate enough to possess an educational television station have naturally become centers for study and ex-

periment. Here in Baltimore a survey and campaign conducted by a number of local agencies several years ago convinced everyone concerned that the city is not ready to establish and support an educational TV station. Consequently, our thinking has been in terms of commercial TV as the channel for educational and cultural programming, with the encouraging example before us of several successful network series sponsored by the Johns Hopkins University.

The Pratt Library's debut on TV was on a very modest scale. Following a pattern already established in relation to radio, staff members began to make brief appearances as guests to discuss books and library services. In this way a few of the staff became accustomed to the glare of TV lighting, the pixyish behavior of cameras, and the solemn periods of waiting before even the most trivial appearance.

One of the earliest TV shows arranged by the Library which attracted widespread attention locally was a panel discussion of "Notable Books of the Half Century" with Gerald W. Johnson and Paul S. Clarkson as guests. This program led directly to Mr. Johnson's appearance as a commentator on the ABC Network and indirectly to the first ambitious TV series co-sponsored by the Library. In late spring, 1953, representatives of the Walters Art Gallery, the Pratt Library, and station WAAM met to plan a joint program series. A trial run, in the summer of 1953, of four programs based on notable historical novels and their cultural background was well received and led to the launching of a series of thirteen half-hour programs early in 1954 under the title "Key to the Ages."

The present emphasis of the series is man's creativity and cultural expression over the entire span of recorded history. Using an important moment in history, a notable personality, or some specific cultural development as theme, the program has developed it in an informal discussion, illustrated by slides, pictures, sculpture, and objects from the gallery. Books are featured on all programs, and brief selections are read or quoted at pertinent points in the discussion.

Dr. Theodore Low of Walters has been the chief program coordinator and discussion leader since the beginning of the series and has appeared on every program. Other participants have been members of the Library and Gallery staffs, with occasional guests, chosen for their subject knowledge and speaking ability.

In 1955, by invitation of the American Broadcasting Company, "Key to the Ages" became a network feature. This was a tribute to the quality of the program; but by the end of the season the problems of producing a network show outweighed for both Gallery and Library the advantages of wider distribution. In the fall of 1956 the series was resumed as a local program on WAAM and was extended to twenty-six weeks, the Library limiting its participation to alternate weeks only. From the beginning, in 1953, the Library's Office of Adult Services had planned to meet the interest aroused by the broadcasts. Duplicate copies of the books discussed were ordered well in advance and a display was maintained in the main hall of the Central Library which announced forthcoming programs and offered fresh new copies of the books.

The present season, 1957-58, has brought a new lease on life to the Walters-Pratt series. When station WAAM was purchased by the Westinghouse Co. in the summer of 1957 and became WJZ, changes in policy led to the transfer of the series to station WMAR. The title of the program was changed to "Man the Maker" and there has also been some reworking of content and format. The series is now appearing on alternate Saturdays, 5:30-6:00 P.M. and will continue at least until early summer. A complete program brochure may be obtained at either Walters or Pratt.

This five year experience has been of considerable value to all the agencies con-

cerned. When we began in 1953 there were few book or art-related programs produced nationally or locally and these were not of a quality to inspire uncritical imitation. As our series was one of the first of its kind it has naturally aroused a measure of interest outside Baltimore among librarians and people in art institutions.

A device for library TV which combines effective programming with economy in cost and staff time is the presenting of films from the library's collection, discussed and interpreted by specialists in such subjects as health, child care, mental hygiene or world affairs. The only limitations are availability of superior films in the subject area and of participants of equally high calibre. Baltimore was ideal territory for one such project, TV series of seven programs titled "Bringing up Baby", co-sponsored by the Johns Hopkins University and the Pratt Library and broadcast by station WAAM in the spring of 1952. Seven distinguished pediatricians and other specialists took part, with Dr. Alan Foard as coordinator. This well-planned and authoritative series, which began with "Preface to a Life" and concluded with "The Trusting Threes" was of definite educational value and was received with sincere appreciation by a large audience of young mothers and professional workers.

One of the chief problems which librarians and other agency representatives face in TV programming arises from our lack of experience with the medium and a comparable lack of understanding of our aims and techniques on the part of station personnel. One of the most sacred cows of the TV fraternity is that viewers must have things and pictures to look at. Not unnaturally, those of us who have had long experience with meeting the interests of both adult and child audiences feel that people's attention may also be held by the spoken word and the ideas it can convey.

A significant experience is provided by the Library's chief experiment with TV programming for children, the series "Step into Storyland", launched with a series of thirteen quarter-hour programs in the spring of 1952, over station WAAM. Miss Isabella Jinette of Pratt planned and presented the program, her objective being to recreate as closely as possible on the TV screen the intimacy and enjoyment of a regular story hour at the Library. Her success is evidenced by the enthusiasm of both children and parents, and the station's invitation to continue the program as a weekly feature, October 1952-April 1953. During this second series Miss Jinette invited a children's librarian to appear once a month as guest storyteller. The only preparation required for the program was training in storytelling; there were no studio rehearsals. In spite of this economy of time and effort, the program was not resumed in the fall of 1953 because of staff shortage and the pressure of other duties.

A check of recent publications shows that the literature of library TV is growing fast. An American Library Association committee to work in this area, of which the writer of this article is a member, was appointed this spring. A few librarians have had special training in TV—one of them, Miss Kathleen Molz, a former Pratt staff member, is now television specialist at the Philadelphia Free Library.

The field of library television presents unlimited opportunities, but somewhat limited resources. Thoughtful planning, free exchange of ideas and experiences, and clear formulation of objectives may help us to avoid false starts and failures or, what may be worse, well-intentioned mediocrity.

Bylines Make Headlines

by MRS. LUCILE H. HORSLEY, *Librarian,*
Wicomico County Free Library, Salisbury

Newspapers are one of the library's best sources of publicity and a good place to start a public relations program. Nearly everyone reads some part of the newspaper every day. It reaches all kinds of people in all walks of life. A well planned and executed newspaper publicity program will create interest, public understanding, support and good will for the library. The question is not whether we should have newspaper publicity but how we should handle it.

The easiest and most used form of newspaper publicity is the News Story. It has interest and appeal for the newspaper audience and is concerned with events at the time they happen.

At the Wicomico County Library we have found the news story to be the most acceptable way of presenting much of our library publicity. We use it to cover staff appointments and promotions, the purchase of a new bookmobile, to introduce a new service, for announcements of special exhibits, and to publicize library sponsored programs.

Before the release is prepared by a member of the library staff a call is made to the newspaper office to find out if they are interested in the story. The release date, possible length of the story, and deadline are discussed. Having secured approval on the story it is prepared and sent to the news reporter assigned to the job.

A Feature Story differs from a news story in that it can be presented one day as well as another and it is not news, though it may be related to a news event. It is often referred to as the story behind the news.

When we have a story which we think will make a good feature article we first approach a representative of the newspaper with our idea. If he is interested, the paper will then send a reporter to gather the facts and write the feature.

At the suggestion of the librarian a news reporter made a trip on the bookmobile to gather material for a feature article on library service to rural areas. Sometimes the newspaper seeks the library out as the subject of a feature story as was the case when our paper carried a story on "Library Needs—More Books, More Staff, More Space."

Recently the president of our Board of Trustees was discussing the library's need for increased publicity with the editor of our local paper. As a result of this conversation the librarian has been asked to plan a series of feature articles designed to better acquaint the public with our library services. After the plan is presented to the editor for suggestions and approval arrangements will be worked out for writing the series.

The "human interest" story has a wide appeal to newspaper readers. It places the emphasis on the emotional appeal rather than on the facts on which it is based.

Most human interest stories are built around everyday incidents or unusual happenings. The library with its many contacts with all kinds of people provides plenty of material for stories of this type if the library staff is observant and learns the knack of spotting a story.

A minor incident involving a stowaway kitten on the bookmobile furnished us with material for a human interest story which resulted in comments ranging from offers of "catnip" to queries about books on cats. Returning to the library after rescuing a kitten from a precarious perch on the gas tank under the bookmobile during the day's run, the bookmobile librarian called a news reporter and told him about the incident. The following day the story appeared under the headline "Cat Rides the Bookmobile, Hitch-Hiking Kitten Enjoys Trip." This story caught the attention of many readers not likely to be interested by library releases in the news column. At the same time it provided an opportunity to tell something about the bookmobile service and to mention several books from the library collection.

Often a newspaper is willing to run a weekly column appearing under a box head. For several years one of our library patrons served as a volunteer writer for a library column released under the heading "Library Notes." The column was devoted to news of library activities and comments on books, both old and new, written in an informal style.

At present our Adult Services Librarian writes a weekly book column headed "New Books at Wicomico Library." The books selected are usually those the staff feels are of real value but may be overlooked in the rush for the much publicized "best sellers." Most of the selections are from the field of non-fiction. No attempt is made to write a critical review. From four to six books are used each week with just enough told about each title to catch the interest of the prospective reader.

The copy is prepared far enough in advance to assure the release reaching the editor's desk before the deadline, a very important point in maintaining good library-newspaper relations. Request for the titles reviewed indicate the column is read.

In addition to a regular book column the library can give additional publicity to library materials by using news releases featuring books that tie in with other activities in the community. Books on inter-group relations reviewed during Brotherhood Week, or an article on library materials for clubs released early in the fall have special significance and timeliness.

Pictures make good library publicity. They tell a story and catch the attention far more quickly than the printed word.

During our first year as a Pilot Library for the Library Community Project we decided we could strengthen our newspaper publicity if the story of the project activities could be told in picture form. The idea was discussed with our local newspaper editor. He offered to give a full page picture story of the pilot library's activities if the library would provide the pictures.

A local photographer agreed to do a series of ten pictures; eight were selected by the newspaper as newsworthy. Among the activities illustrated were the county commissioners receiving an explanation of the project, a conference of the local Library Community Project Planning Committee, a library borrower filling in a library-use questionnaire, an interview with the director of a governmental agency, and a group of citizens meeting to discuss their community.

It was necessary to make arrangements in advance for the shooting of each picture. This is usually necessary in handling library news pictures. Emphasis was placed on informality and action in planning and staging the shots. Special effort was made to avoid the impression of a group posing for the photographer.

Something important or outstanding must happen if the library is to get an Editorial in a newspaper. For this reason they do not appear very often—one a year is a good score.

Sometimes a newspaper will volunteer an editorial based on a news story but most editorials about the library have to be suggested and encouraged by us. When crowded conditions in our building forced us to have stacks built in the basement in order to catch the overflow, we asked for space for a news story and a picture on the "operation bookshift." We were pleased to see in the same issue of the paper, an editorial, "Down in the Furnace Room," lamenting the lack of adequate library quarters.

Don't overlook the possibilities of the Classified Section. This is the first part of the paper some people read. If your budget will not permit paid advertising perhaps you can persuade someone to sponsor a series of ads for the library. A local department store might be willing to allow you a small portion of space in one of their advertisements.

In Salisbury a group of local merchants periodically sponsors a full page advertisement featuring a community service, a fund raising drive, or a similar worthwhile project. In response to a request from the librarian the advertising manager of our newspaper has reserved this space for use by the Library during National Library Week. The library staff will furnish the information for the copy, the advertising department of the paper will handle the layout.

A tax supported library has the obligation to inform the public of the library's expenditures. Provision should be made in the budget for the publication of the yearly financial statement of the library in the local newspapers. This is one more way of building better understanding of the library's financial situation.

Every newspaper uses Fillers. These small items, made up of two or more short sentences, are used when a news column runs short by a few lines. Why not try making up a page of brief statements about your library, such as, "One out of every five citizens in Salisbury uses the Wicomico County Library each month". Ask your newspaper if they would like to receive library fillers to use whenever needed. Don't expect them to appear regularly or at any special time. The fact that they appear makes them valuable publicity.

Just getting the library's name in the newspaper is not enough. It has value only if it gives the reader information on or helps him interpret library services. It is the job of the librarian to learn the basic rules of good newspaper publicity and to develop an awareness of the news values of what the library has to tell the public. It is not necessary to be able to sit down at the typewriter and write news copy. It is the ability to develop good working relationships with the newspaper and to cultivate a feeling for news that will count the most in developing a strong newspaper publicity program.

Ideas of THE SUNPAPERS' Editors on Library Publicity

by CLEMENT G. VITEK, Chief Librarian, *The Sunpapers*, Baltimore

As the primary function of a library is to disseminate knowledge, the primary function of the Press is to disseminate knowledge of current events—News! Therefore, the difference between the library and the press is not so great in kind as many would believe—but in a matter of degree. The newspaper is a hectic gathering of events; the library is a more leisurely gathering of events—one current, one historic.

Therefore, there is something of an anomaly present when the library finds it

difficult to present itself to the press—to take advantage of an opportunity to present itself to the public as an interesting, vibrant, and important part of our way of life. Probably the most important local exception to this statement is the Enoch Pratt Free Library of Baltimore City, which has been very able in this department for many years. There is no better example to follow.

However, with the smaller libraries or those without sufficient staffs to be able to devote more time to public relations, or those not adjacent to metropolitan areas and their publications, possibly some of the following suggestions will be helpful. It should be kept in mind that these are the opinions of *The Sun-papers*. Other papers, magazines, radio and television stations will have their own ideas on what and how they want this done, but the possibility is that this will reflect the point of view of the press.

When asked for his opinion of the use of a printed outline for the guidance of persons who send in news items concerning their functions, Paul Banker, City Editor of *The Sun*, said "I don't want to be too precise, because rules cannot be applied to all cases." He further said that in his capacity on the paper, he was interested in libraries, but that if any organization adhered so closely to a scheduled release time that it sent in a release when there was no real news content, or if it sent releases too often, there would be a tendency to ignore them. But when handled properly and the item is of value, he said, he would be willing to print it.

Clarence Caulfield, Day City Editor of *The Sun*, feels that a printed guide is of no use, and that really a simple formula to follow is the best. This would be to be exact as to *time*, exact as to *location*, and *succinct*—"Be brief, clear and to the point." He feels that all announcements of trustees meetings, departmental changes, and so forth can be used as "shorts" in the paper's columns. Often there is need for this type of item to fill space in the paper not being used by more important articles. He further points out that it is the job of the City Desk to "detect a news item in a release." An editor will not hesitate to call the source of such an item to get clarification or more information if he feels it necessary, furthermore, he will not worry that it may not be to your convenience to answer the telephone at that time.

The Editor of the City Desk of *The Evening Sun*, Paul Broderick, says that a library should send in any information that it thinks worth while. If he agrees he will contact them for further details. He is not in favor of any *regular schedule* such as twice a week, either, but that material should be sent as often as the library thinks that it has news. Details on regular meetings held to elect or determine policy would be of interest to the desk. The decision to use such material would be up to the editor. The Evening City Desk will call to explain to persons responsible for news releases that they are sending in too much non-essential information, and it will further point out what is *not* wanted and how the material should be presented.

Although Feature Stories and material for *The Sunday Sun Magazine* do not usually fall in the same category as news, there is some possibility that this type of story may be lurking in the confines of the stacks. According to Robert Breen of *The Sun* this type of story "stems from libraries or personalities." It may be a matter of personal contact with some person or thing, or, one story may lead to someone calling in about something similar. *The Sunday Sun Magazine* handles "stories which are unique, on Maryland and its people, which can be illustrated pictorially," according to the Editor, Harold Williams. Here again there is no "Open Sesame" or formula to follow; however, these two types of articles are not the kind that will primarily interest most libraries.

There is no reason why any library can't get newspaper publicity.

Publicity

A Selected List of Articles Recently Appearing in Library Literature

- Adamson, J. "Oak Ridge Dreams of the Future." *Library Journal*, 81:2615+, November 1, 1956.
- Barnes, K. S. "Why Publicity?" *Odds & Book Ends*, No. 20:56, Winter, 1956.
- Brown, E. F. "TV—Friend of Foe?" *Wilson Library Bulletin*, 31:533+, March, 1957.
- Buchanan, Mrs. M. B. "Publicity; A Tool of Public Relations," *Missouri Library Association Quarterly*, 17:29+, March, 1956.
- Burrowes, A. V. "Your Library and Your Newspaper." *Missouri Library Association Quarterly*, 17:29+, March, 1956.
- Delaney, J. J. "Publicity and Promotion Methods." *Texas Library Journal*, 31:34+, March, 1955.
- Ebeling, M. V. "TV; Ohio County Library's Calling Card." *West Virginia Librarian*, 8:2+, June, 1955.
- Frankenfield, Mrs. P. "No Money Publicity Campaign." *Library Journal*, 81:2156, October 1, 1956.
- George, J. K. "Kim's Klub: Tulsa's Television Program." *Oklahoma Librarian*, 6:82+, October, 1956.
- Harvey, J. F. "Put Your Library's Imprint in Print." *Library Journal*, 81:783+, April 1, 1956.
- Howe, M. "Television Book Bandwagon." *Library Journal*, 81:2414+, October 15, 1956.
- Hunter, L. "Advertising Can Be Fun." *Wilson Library Bulletin*, 29:254+, March, 1955.
- Littleton, I. T. "TV Aids University Library." *Library Journal*, 81:354+, February 1, 1956.
- Reed, E. W. "Book Talk." *ALA Bulletin*, 50:39+, January, 1956.
- Ross, Mrs. E. S. "Hints from a TV Story-Teller," *Library Journal*, 81:981+, April 15, 1956.
- Samuelson, H. K. "'How to' of Library Publicity." *Library Journal*, 81:680+, March 15, 1956.
- Scoggin, M. C. "Radio's Young Book Reviewers." *Library Journal*, 81:2416+, October 15, 1956.

Maryland's Part In National Library Week

by JOHN H. POND, The Martin Co., Baltimore,
Chairman, National Library Week for Maryland.

Maryland hopes to be one of the most active states in supporting the National Library Week Program, scheduled for the week of March 16-22, 1958. Leadership in this effort is being shared jointly by the Library Week Committee, composed of Private citizens drawn from Baltimore City and the counties of Maryland, and by the Maryland Library Association Committee, composed of professional librarians. The Library Week Committees are now actively at work planning for the March observance.

The committees are seeking to stimulate strong interest among Marylanders in the value to be derived from reading and use of the many library services, public and private, that are available. The committees seek to focus state-wide attention on the library as the community center of culture and information.

The fact that only 40 percent of American adults read a single book, other than the Bible, during an average year indicates the dimensions of the job to be done in acquainting the public of the services rendered by libraries. Such statistics provide a spur to all who share a deep interest in raising the educational and cultural levels of our nation.

The National Library Week Program is built around the theme "Wake Up and Read." This theme will be brought to the attention of as many Marylanders as possible in a number of different ways.

As a build-up to the week of March 16, a publicity campaign will be conducted by the Maryland Library Association and the Library Week Committee using all information media and as many groups as can be encouraged to participate.

The governor will be asked to proclaim State-wide observance of the week and similar proclamations will be sought from the mayors of Maryland's cities and towns.

A planned program of news releases is being formulated, scheduled to start late in January and continue until March. Clubs and organizations, social and professional, will be asked to devote all or part of their March meetings to programs having to do with reading books and using library services. Speakers' Bureaus will be set up throughout the State to assist in supplying authors and publishing representatives for those programs.

Schools and universities will be asked to participate, and projects involving assembly programs, classroom participation and poster contests are being forwarded to the various schools.

Spot announcements will be sent to all radio and television stations. Public service directors of the radio and TV stations will be asked to schedule special programs with noted State authors, educators and library personnel as guests.

The libraries of the State will feature interesting displays and promotional information. This program is progressing under the guidance of Miss Sarah F. Cockey of the Baltimore County Libraries who is chairman of the MLA Committee.

Several excellent promotional ideas have already been scheduled in a number of counties. In Wicomico County, for example, the *Salisbury Times* has

promised a full page spread during Library Week. Also radio and television stations have been asked to cooperate. The Queen Anne's County Library is asking for a store window in town to use for publicity purposes, and the local newspaper has also expressed its willingness to cooperate. The Washington County Free Library expects to have a dinner meeting with an outstanding author as speaker. The Baltimore County Library plans an essay contest and open house in various branches as a part of its program.

The Library Week Committee, headed by John H. Pond, Manager of Education for the Martin Company, will be comprised of prominent local citizens from every section of the State. These representatives will receive promotional materials, newspaper releases and other information to use in their local programs.

A central information—development committee will be responsible for material preparation. Individual representatives have been assigned to newspapers, TV and radio, educational institutions, as well as clubs and other organizations.

Both committees wish to express their appreciation for the widespread activity in behalf of National Library Week that has already been started. The committees urge all those who are interested in stimulating reading and the use of libraries to join them in this educational effort.

Maryland State Documents: October - December, 1957

Edited by HARRY E. FOSTER, Technical Counselor, Division of Library
Extension, State Department of Education, Baltimore.

*A complete list of "Maryland State Documents" for 1957
will be sent upon request with Stamped-Addressed En-
velope to John Parker, Peabody Institute Library, Balti-
more 2.*

Administrative Office of the Courts.

2d annual report, Sept. 1, 1956—Aug. 31, 1957. 116p., illus.

Comptroller's Office. Retail Sales Tax Division.

10th annual statistical report for the fiscal year ended June 30, 1957. Baltimore, 1957. 31p.

Court of Appeals.

Maryland reports. Cases adjudged in the Court of Appeals of Maryland at Oct. term 1956. Opinions in ordinary cases and opinions in applications for leave to appeal habeas corpus cases. V. 212. Charlottesville, Va., Michie Co., 1957. 802p.

Dept. of Correction.

30th report, 1956. Baltimore, 1957. 87p.

Dept. of Education.

Directory of school officials in State of Maryland, 1957-58. Baltimore, 1957. 65p.

Dept. of Education.

Manual of instructions for cumulative and permanent records, Sept. 1957. Baltimore, 1957. 26p. (Its Bulletin, v. 35, no.1)

Dept. of Education.

Maryland non-public academic schools approved by the State Superintendent of Schools, June 30, 1957. Baltimore, 1957. 25p.

Dept. of Geology, Mines, and Water Resources.

34th annual report, calendar year 1956. Annapolis, 1957. 22p.

Dept. of Geology, Mines, and Water Resources.

Miocene fossils of Maryland, by Harold E. Vokes. Baltimore, 1957. 85p., illus. (Its Bulletin, 20)

Dept. of Health. Division of Vital Records and Statistics.

Final vital statistics tables, Maryland, 1956. Baltimore, 1957. 1v.

Dept. of Law.

Annual report and official opinions of the Attorney General of Maryland. v. 40, 1955. Baltimore, 1957. 769p.

Dept. of Motor Vehicles.

41st annual report for the fiscal year ended June 30, 1957. Baltimore, 1957. 33 p., illus.

Dept. of Post Mortem Examiners.

18th annual report, 1956. Baltimore, 1957. 1v.

Dept. of Public Welfare.

New approaches in planning for children in institutions; conference proceedings of the voluntary child caring institutions of Maryland, Nov. 15-16, 1956. Baltimore, 1957. 22p.

Dept. of Public Welfare.

Staff directory of the juvenile courts of Maryland. Baltimore, 1957. 15p.

Dept. of State Employment and Registration.

Index to personnel actions. Baltimore, 1957. 1v.

Fiscal Research Bureau.

Local government finances in Maryland, 1955-56; 8th report. Baltimore, 1957. 121p.

Legislative Council.

Report to the General Assembly of 1957. Proposed bills, special committee reports. Baltimore, 1957. 405 p.

State Tax Commission.

Biennial report, 21st, 1955-56. Baltimore, 1957. 1v.

University.

Academic probation; a report from the Senate Committee on Admissions. Approved by the Faculty Senate on Mar. 25, 1957; approved by the Board of Regents on Apr. 11, 1957. College Park, 1957. 16p.

University. Bureau of Business and Economic Research.

U. S. consumption and output patterns; a methodological study. College Park, 1957. (Its Studies in business and economics, v. 11, no. 2)

University. Institute for Fluid Dynamics and Applied Mathematics.

Some aspects of transition from laminar to turbulent flow, given by Hugh L. Dryden. College Park, 1955. 30p. (Its Lecture series, 34)

University. State Agency for Surplus Property.

Surplus property; the Federal donation program in Maryland: opportunities, objectives, responsibilities. College Park, 1957. 23p., illus.

Water Pollution Control Commission.

Water pollution survey of the Patapsco River; a cooperative report by the Water Pollution Control Commission and the Dept. of Health of the State of Maryland. Baltimore, 1957. 49p., illus.

Organization of New RSD Chapter

The organization meeting of the new Maryland Chapter of the ALA Reference Services Division was held in the Staff Lounge of the Enoch Pratt Free Library, Baltimore, on Friday evening, January 17, 1958, at 8:00 p.m. Reference librarians, and those interested in reference services in school, public, university, and special libraries were represented.

This meeting was the outgrowth of a November meeting called by Miss Mary Barton, Enoch Pratt Free Library, first president of the newly organized ALA Reference Services Division, to discuss possibilities for a Maryland chapter of RSD. The enthusiasm of the thirty-nine members present at the November 8th meeting was such that a petition for recognition of the chapter was sent to the RSD Board, and an organizing committee, appointed by Miss Barton, with Miss Marion V. Bell of the Pratt Library Reference Department as chairman, began planning for future meetings. The committee met early in December to discuss possible programs and projects, and a simple organization and by-laws for the new chapter.

At the January 17th meeting two officers were elected: Miss Bell, Chairman, and Miss Eleanor K. Hocker (Readers' Counselor, Division of Library Extension, State Department of Education, Baltimore) Secretary-Treasurer. Bylaws presented by the organization committee were voted upon. Following the business meeting, Frank N. Jones, Director, Peabody Institute Library, Baltimore, led a discussion on the future of the group.

RSD will welcome suggestions from those who were unable to attend the meeting. Miss Hocker will be happy to receive suggestions and names of interested persons for the mailing list.

ATTENTION: All MLA MEMBERS

Plan to attend the MLA ANNUAL CONFERENCE

April 25th & 26th, Emerson Hotel, Baltimore

Theme of the general sessions will be on Scientific Advances and their Implications for Libraries. Meetings will feature outstanding speakers, panel and general discussions.

Also plans are being made for an EXHIBITORS' RECEPTION and an AUCTION.

POLICIES IN MARYLAND "STATE PLAN FOR FURTHER EXTENSION OF PUBLIC LIBRARY SERVICES TO RURAL AREAS" AS APPROVED BY THE STATE BOARD OF EDUCATION AT ITS REGULAR MEETING ON

AUGUST 28, 1957.

The State library administrative agency of Maryland hereby submits its State plan for the further extension of public library services to rural areas without such services or with inadequate services, as provided for in Public Law 597, 84th Congress, 2nd Session, as amended.

Note: Legal references to ANNOTATED CODE OF MARYLAND, 1951, Article 77, Chapter 15, Sections 174-195A in reprint form as LAWS OF MARYLAND RELATING TO PUBLIC LIBRARIES are cited by Sections only. Other laws are copied from the ANNOTATED CODE or its supplements. "By-law 71" was enacted and published by the Maryland State Board of Education and under the law thereby has the force of law.

3.0 *Policies and Methods of Administration*

3.1 *General Aims and Policies of the Plan.* Following are the general aims and policies which will in the judgment of the State library administrative agency assure the use of funds under the State plan to maximum advantage in the further extension of public library services to rural areas without such services or with inadequate services.

- (1) That each Maryland county establish county-wide public library services under State law and be allotted rural library development funds to promote the further development of public library service in the areas, defined to include towns of 10,000 or less.
- (2) That neighboring county libraries, in areas with a potential population of 75,000 people, work together, or be willing to work together when a neighboring county library is established, to develop mutually agreeable forms of cooperation and coordination of public library services. Such cooperative agreements may be to establish book pools for joint selection, processing and use of books, or to share the use of bookmobiles, staff, and other special services.

3.2 *Methods of Administering the Plan.* The following is a description of the types of extension activities and services to be undertaken by the State agency and the methods to be used in carrying them out:

- (1) The State Department of Education through the Division of Library Extension will supervise the program with guidance in its development and authority to assure the observance of the policies, standards, and methods of the State plan.
- (2) Each county will operate its county library in accordance with the laws of Maryland relating to public libraries.
- (3) The Division of Library Extension will transfer as many as 10,000 books from its collection to a book pool established to service two or more counties in order to make a larger number of books available.
- (4) Rural library development funds will be distributed to counties which receive State aid and will be used for current operations.

The State agency plans to work with officials and leaders in counties without county-wide service to encourage them to establish county libraries under State law. After new libraries have been established, the State agency will work with the Boards of Library Trustees and the librarians to develop good library service to fit the special needs of the communities. The State agency will assist the representatives of neighboring county libraries, in areas with a potential population of 75,000 people, to work together to develop mutually agreeable forms of cooperation and coordination of public library services.

State and rural library development funds will be granted to county libraries which are established and operating under laws of Maryland relating to public libraries. All State and rural library development funds under the plan must be devoted to the extension and development of free public library service to rural areas in accordance with PL 957.

Representatives from the Division of Library Extension will work with the county library administrators and boards of library trustees to budget county library funds including rural library development funds so that all funds outlined in the paragraph above shall be used for the extension and development of free public library services to rural areas. Library expenditures will be reviewed at intervals by the State representatives of the Division of Library Extension and the Division of Administration and Finance. An annual report will be made at the end of each fiscal year. (See MARYLAND PUBLIC LIBRARY STATISTICAL REPORT). Separate accounting is not required for funds provided by the State. A total of the minimum local tax, State aid and rural library development funds must be spent each year for "current operations of the county library and not for the purchase of land, the erection of buildings, or for debt reduction." Sec-178 (c).

Current operations include salaries, books and materials, binding, furnishings including bookmobiles, and all operating items included in the MARYLAND PUBLIC LIBRARY STATISTICAL REPORT, lines 106-128.

When funds are not spent according to State law, the State Superintendent of Schools will authorize the Comptroller to withhold State funds from a county. (Section 178 (c), Rural library development funds can be awarded only to counties which qualify for and receive State funds.

Each county library must have a County Library Administrator who is certified by the State Department of Education. (Section 183, 184 and By-law 71) All other appointees to the professional staff must hold a certificate under By-law 71. Certification along with professional consultation and professional association activities insure a high level of library service, including selection of materials.

"Each Board of Library Trustees shall hereafter provide for at least an annual audit of its business and financial transactions and of the accounts of its treasurer by an accountant or accountants, approved by the State Superintendent of Schools, and the results of this audit shall be made public by the Board of Library Trustees." (Section 188)

Each Board of Library Trustees must make an annual report to the State Superintendent of Schools. (Section 189). See MARYLAND PUBLIC LIBRARY STATISTICAL REPORT. Reports will be reviewed to ascertain that funds were spent in accordance with the purpose for which paid.

Each Board of Library Trustees of a county library which receives State funds for rural public library service must make an agreement with the State Superintendent of Schools prior to each fiscal year showing how it proposes to spend its total sum of local, State, and rural library development funds for current operations devoted to the further extension and development of free public library service to rural areas in accordance with PL 597 with a proposed budget.

5.0 *The State Program and Budget for the Fiscal Year*

5.1 *Program for the Fiscal Year.* Following is a description of the program for the State project designating the rural area to be served for the fiscal year 1958.

Project... The State project covers the rural areas of the whole State.

- A. The duties listed in Section 176 are being carried out by the Division of Library Extension.
- B. State aid is distributed to the counties for country public libraries according to Section 178.
- C. Rural library development funds will be distributed to counties which receive State aid and will be used for current operations.
 - a. To counties in the first year of their establishment.
 - (1) \$12,000 to each county public library serving less than 40,000 people, which presents a plan to insure the use of the money to promote the further development of public library service in its rural areas and which works with a neighboring county or counties, in areas with a potential population of 75,000 people, to develop mutually agreeable forms of cooperation.

- (2) \$20,000 to each county public library serving more than 40,000 people, which presents a plan to insure the use of the money to promote the further development of public library service in its rural areas and which works with a neighboring county or counties, in areas with a potential population of 75,000 people, to develop mutually agreeable forms of cooperation.
 - (3) \$20,000 to each county public library serving a potential population of 75,000 people, and not bordered by a county with less than 75,000 people in whose area this county should develop cooperation, which presents a plan to insure the use of the money to promote the further development of public library service in its rural areas.
- b. To counties which have had established public libraries for a year or more.
- (1) \$3,000 annually to each county public library serving less than 75,000 people, which is willing to work with a neighboring county or counties to develop mutually agreeable forms of cooperation.
 - (2) \$4,000 annually to county public libraries serving populations larger than 75,000, which present plans to insure the use of the money to promote the further development of public library service in their rural areas.
 - (3) If, in any year, the available total amount will not allow the payment of \$4,000, each county library shall receive an equal share of that which is available.

If, in any year after 23 county libraries are established, the available total will allow the payment of \$4,000, each county library shall receive an equal share of that which is available.

Notice is hereby given

that several Libraries, historical Societies and other institutions for the promotion of Learning, intend to join in a Plan for securing to the use of scholars and antiquarians in their several communities, a file on Microfilm of the

FREDERICK - TOWN HERALD
as Published by John P. Thompson
during the years 1802 through 1832,

faithfully and accurately reproduced from Original Copies in the Library of the Peabody Institute of the City of Baltimore. It is expected that the cost to the Cooperators for a positive print will be not less than \$60. and not more than \$80., Lawful Money, depending upon the number who, before March 1, 1958, declare in writing their intention to purchase same.

The Directors of institutions interested in participating in this Enterprise are respectfully requested to instruct their Agents accordingly and to ask them to communicate promptly with the Subscriber.

Frank N. Jones, Director
Peabody Institute Library
17 East Mount Vernon Place
Baltimore 2, Maryland

January, 1958

THE FREEDOM TO KNOW

Newsletter of the Intellectual Freedom Committee of the Maryland Library Association

No. 2

January, 1958

"I am really mortified to be told that in the United States of America . . . a question about a book can be carried before the civil magistrate . . . Are we to have a censor whose imprimatur shall say what books shall be sold and what we may buy? . . . Every man in the United States will think it a duty to buy a copy, in vindication of his right to buy and read what he pleases."—Thomas Jefferson. Letter to Mr. Duffie, Philadelphia bookseller, prosecuted in 1814 for selling a book with "atheistic" ideas.

"Obscene Publications" In Baltimore

COMMITTEE APPOINTED BY MAYOR TO FIGHT DISTRIBUTION

On June 22, 1957 Mayor Thomas D'Alesandro, Jr., of Baltimore announced plans to form a "Committee for Decency" to combat the distribution of "obscene publications" in Maryland's largest city (*Baltimore Sun*, June 23). In his initial letter to leaders of eleven organizations inviting them to join such a committee, the Mayor expressed his belief that a permanent community-wide organization would be the most effective approach to a solution of what he called a "serious problem." The Mayor's action had been preceded by City Council's approval of the organization of a committee of its own members to consider this same problem.

The Mayor's Committee for Decency is composed of twenty-four persons of known moderate views chosen from civic, religious, fraternal and veterans' groups in Baltimore. The officers are: Chairman, Mrs. Margaret M. Dudley, President of the Grand Jurors' Association, and Secretary, Mr. Daniel H. Burkhardt, Adjutant, Dept. of Maryland, American Legion.

In August the Committee approved a plan to be followed in its campaign (*Baltimore Sun*, August 2). From this program, it is apparent that the Committee's special interest is to affirm the importance of good reading by children and teenagers, and to prevent obscene literature from falling into their hands. To accomplish these aims, the plan proposes to educate parents to the dangers of questionable publications, and to seek the co-operation of schools, libraries, churches, newsdealers, wholesale distributors, and police. It is hoped, for example, that the Police Department will, by enforcement, bring about an early testing of the law against sale of obscene publications; and that parents will courteously point out to dealers any publications they consider unsuitable for children. Subcommittees to work with various groups have been appointed by the Chairman. The Committee has emphasized that it does not aim at censorship, but at the voluntary withdrawal from sale of literature considered obscene within the meaning of the law (*Baltimore Evening Sun*, Nov. 20).

"Good Books Week", observed in Baltimore from November 17 to 23, 1957, upon proclamation of Mayor D'Alesandro, received the Committee's support. It has also announced plans to invite J. Edgar Hoover, Director of the F.B.I., to make a public address in Baltimore on crime and obscene literature. No date, however, has yet been set for this event (*Baltimore Evening Sun*, Nov. 20).

The Intellectual Freedom Committee of MLA, at a meeting on November 14, discussed the developing activities of the Mayor's Committee for Decency. It was

felt that to date this group had taken no positive action to which exception could be made. Nevertheless, it was agreed that the future course of the group should be watched closely, as its announced aims resemble those of organizations in other cities which have developed into censorship groups while acting to protect teenagers. The Intellectual Freedom Committee therefore instructed its Chairman, Miss Evelyn Levy, to bring the matter to the attention of the MLA Executive Board, so that the Board might be aware of the need for possible future action.

Supplementary Legislation on Obscene Publications Planned

Senator Philip H. Goodman (5th District, Baltimore City) announced in July (Baltimore *Evening Sun*, July 22) his intention to sponsor legislation in the 1958 General Assembly to strengthen existing statutes governing the sale and distribution of obscene and indecent publications. Sen. Goodman stated that his measure will provide a "forceful and legal method" for protecting the morals of youth, instead of "haphazard, dangerous and unconstitutional censorship." The projected bill will be mainly directed at what Sen. Goodman called the "borderline" type of indecent publication. In his statement, he acknowledged the complexity of the problem, and emphasized the importance of careful consideration of constitutional rights. The Senator said that he had discussed his proposed legislation with State's attorneys and police officials, who agree that the present laws need strengthening.

The Intellectual Freedom Committee, through its Chairman, brought this matter to the attention of the Executive Board of MLA in November. Because of the possible need for quick action, in view of the brevity of the Assembly session, the Executive Board empowered the President of the Association, with the Chairman of the Committee, to take whatever action they might deem advisable.

ACLU Charges NODL with Censorship

The American Civil Liberties Union on May 5, 1957, issued a statement, signed by more than 150 prominent figures in the fields of publishing and the arts, charging the National Office for Decent Literature (NODL) with "censorship of what the American people may read." (American Civil Liberties Union. Statement on Censorship Activity by Private Organizations and the National Organization for Decent Literature. ACLU, 170 Fifth Ave., New York 10, N. Y. Single copies free) NODL, formerly called the National Organization for Decent Literature, was established in December 1938 by the Roman Catholic bishops of the United States.

The ACLU charged as a "fundamental objection" to NODL that "the judgment of a particular group is being imposed upon the freedom of choice of the whole community." It particularly criticized what it called NODL'S "use of lists of books as tools of general boycott."

In "NODL States Its Case", Msgr. Thomas J. Fitzgerald replied on behalf of NODL. (Thomas J. Fitzgerald. "NODL States Its Case." *America*, June 1, 1957. Available as reprint from *America*, 70 East 45th St., New York 17, N.Y.) In defending the Organization's list of books it considers objectionable, he emphasized the list's title: "Publications Disapproved for Youth," and said in conclusion, "Legislation cannot solve the problem in its entirety. It can only rid the [news] stands of the worst of the material. A good reading program and good recreational facilities for youth will answer part of the problem, but again not all. NODL is endeavoring to fill a void."

In the September 1957 issue of *Civil Liberties*, ACLU's monthly publication, Executive Director Patrick Murphy Malin replied to NODL. Among other things,

he said: "Even if we of the ACLU would agree with the NODL in its taste and judgment, as we frequently would, we would regard such censorship by pressure as too dangerous a precedent for the various groups which compose our free society to establish in their relations with one another."

NODL'S activities received, in November, the strong support of the Roman Catholic bishops of the United States at their annual meeting in Washington. The bishops issued a statement (*New York Times*, Nov. 17) in which they insisted that NODL does not attempt to exercise censorship, but rather gives concrete expression to the concern of Catholics "over conditions which, tolerated, merit expression of public indignation."

ALA Liberty and Justice Awards

The ALA is sponsoring the second Liberty and Justice Book Awards for distinguished books published in the USA in 1957 in the three categories of Contemporary Problems and Affairs, History and Biography, and Imaginative Literature. Readers are urged to participate by sending titles of books for consideration by the judges to Robert B. Downs, Chairman, ALA Intellectual Freedom Committee, University of Illinois Library, Urbana, Illinois before March 1, 1958. Brochures describing the awards for posting in libraries are available free in limited number from Mr. Downs.

HAVE YOU READ . . . ?

The Freedom to Read; perspective and program, by Richard McKeon, Robert K. Merton and Walter Gellhorn. Bowker, 1957. 110p.

The issues involved in the problem of censorship as reported by a commission composed of a distinguished philosopher, sociologist and lawyer, which was appointed by the National Book Committee in the Fall of 1955. Examining the problem in the larger context of individual morality and social action, of freedom and security, the study (1) restates the issue in the light of historical developments, (2) tests basic assumptions made for and against censorship, and (3) recommends measures to meet threats to freedom to read and to correct abuses and misapplications of censorship. A penetrating study which merits many readings.

Criticism and Censorship, by Walter Kerr. (The Gabriel Richard Lecture co-sponsored by the National Catholic Educational Association and Trinity College, Washington, D. C.) Bruce, 1956. 86p.

The conflict, assumed by many to be irreconcilable, between the critic and the censor is the subject of this expanded version of a lecture delivered at Trinity College in 1954 by the dramatic critic of the *Herald Tribune*. An interesting analysis of the claims of both critic and censor and the resultant tensions and dangers, by an outstanding Catholic critic who also indicates the possibility of a rational development of a defensible aesthetic which could resolve the contest.

. And These Too Are Of Interest:

American Book Publishers Council. *Censorship Bulletin*. Issued periodically, this publication summarizes news on the censorship front throughout the country. Free.

"The Newsstands and the Censors." ALA. Intellectual Freedom Committee. *Newsletter on Intellectual Freedom*, September 1957, pp. 1-4.

"Martin Luther and Baby Doll." *Ibid.*, March 1957, p. 3-7

American Jewish Congress. *The Civil Rights and Civil Liberties Decisions of the United States Supreme Court for the 1956-57 Term; a Summary and Analysis.* The Congress, 15 East 84th Street, New York 28, N.Y., 34 p., mimeographed. No price given.

Pilpel, Harriet F.—"But Can You Do That?" *Publishers Weekly*, December 31, 1956, p2677-80.—Readable, thoughtful review of the whole question of "obscenity laws" and "prior restraints."

"Court Enjoins Pt. Huron Ban of NODL—Listed Books." *Publishers Weekly*, May 20, 1957, p27.

"Authors Vote 'Freedom to Write' Declaration". *Publishers Weekly*, May 27, 1957, p114-115.

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Last Minute News

Excerpts from the December 1957 ALA Newsletter on Intellectual Freedom

"Throughout the year just past, the preoccupation of TV sponsors, network officials, producers, and script writers as well as program participants with avoiding 'sensitive' areas, sidestepping controversy, and trying to offend no one and please everyone at the same time blanketed the industry with a kind of nightmarish fog of 'Andy-ain't-mad-at-nobodiness'"

One example cited: The withdrawal of the New York Public Library's support of the CBS-TV program *The Faces of War*, which consisted of dramatic readings from Homer, Euripides, Shakespeare, Whitman, Twain and others to illustrate the horrors of war and the imperative need for modern man to rise above war in order to survive. Withdrawal of support was explained by the NYPL Board president with the words "in sensitive areas it is wisest for the library not to take a position."

As many as eleven states enacted one or more new censorship laws in the past year to bolster existing statutes, and more legislation is promised for the coming year.

Sample American teenage beliefs from *The American Teenager*, by H. H. Remmers and D. H. Radler. Bobbs, 1957. 3.75 (based on a survey of 2500 9th to 12 grade students by the Purdue University Opinion Panel):

60% approve of censorship of books, movies, television, and radio.

60% think most people incapable of deciding for themselves what's right and what's wrong.

41% believe we could do without freedom of the press.

39% think visiting foreigners should be denied the right to criticize the United States.

34% favor prohibiting some people from making public speeches.

26% approve of search and seizure without a warrant.

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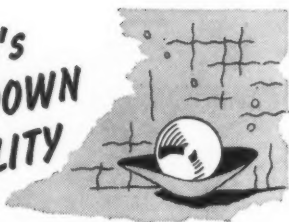
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